



**SONNY ELLIOT**  
WWJ-TV

A new type of radio program is catching on across the country, including Detroit.

Thousands of women in the Detroit area are tuning in and many more are telling their most intimate secrets on the radio.

Why? A form of confession? A form of exhibitionism?

Is it the certainty that for a change she can tell all and not be shamed by the host of the show, other callers, a clergyman, a psychiatrist?

This much seems certain: The results of Fem Forum, heard locally on WDEE, are having a colossal impact on the listening habits of both male and female listeners.

It is much the same story in every city where Fem Forum is on the air.

## NEW TYPES OF RADIO T.V. CREATE PERSONALITIES

The show is number one in the ratings in Los Angeles and Miami.

It's among the top three in Toledo, New York and Cleveland.

The program hit on the air on WDEE in March with regular morning dee-jay Tom Dean hosting the 10 a.m. to noon, show.

What's happening?

"The most significant new development in radio since the days of rock and roll," say some.

"Trash, x-rated radio," say others.

Women from all over the tri-county area are confiding in a man they don't know and most have never seen.

Tom Dean is becoming a household word to many women. He is a surrogate psychiatrist, telephone lover and "just someone to talk to" about their near-great or no good husbands or lovers.

Fem Forum is for women callers only but station officials estimate that more men listen to the program than women.



**TOM DEAN - WDEE**

"The calls start coming in about 5:45 a.m.," says John Mazer, station program manager.

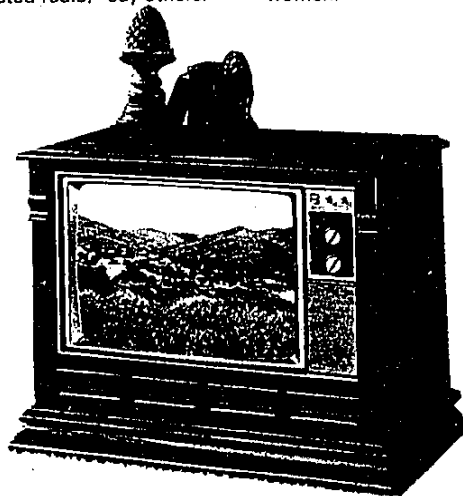
"We've tried to tell the women we don't accept any calls for the program until 9:45 a.m., but it doesn't do any good. They keep right on calling early anyway."

What causes these women to bare their souls and secret lives? You could get a thousand different answers from those who listen to the program.

Age of the average listener to the program has been set at about 30 years old. Locally it is believed they are averaging out a little younger.

The program has plenty of critics as well as listeners.

One thing appears certain. You either love the program or hate it. There are very few fence straddlers.



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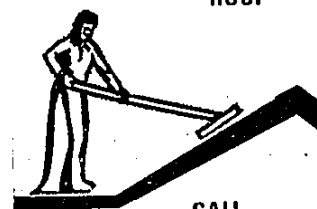
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